



Development for Academic Leaders: A Practical Guide for Fundraising Success

Penelepe C. Hunt

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Praise for *Development for Academic Leaders*

"Penny Hunt has opened the door on what many academics consider the mystery of fundraising success. In a straightforward and direct way, the book explains what is most important for academic leaders to do and understand. It articulates roles and responsibilities and offers practical counsel for long-term success. Penelepe's own highly successful and collaborative approach to fundraising shines through on each page. This should be given to every new dean and department head who hopes to make a positive contribution to philanthropy for their academic program."

?**Lynette L. Marshall**, CFRE, president and CEO, University of Iowa Foundation

"*Development for Academic Leaders* is a significant addition for deans and academics of every rank who know a great deal about academic research but who know nothing about raising money. This book will get boundary spanners outside of their campus silos and serve as a bridging instrument to the outside world. With its conceptual framework, its illustrations, its metrics, its model conversations/ discussions, and its breadth, it will help any campus official who works with the public to raise the right kind of awareness and to help potential donors find the right fit for their giving."

?**Don Chu**, dean, College of Education, Health, and Human Services at California State University, San Marcos; author, *The Department Chair Primer, Second Edition*

"Everything I know about development work I learned from Penny Hunt! I have been privileged both to be her colleague and to attend her seminars on development, and am thrilled now that other academic leaders will be able to benefit from her sage but practical advice in this indispensable guide."

?**Dwight A. McBride**, associate provost and dean, The Graduate School, Northwestern University; former dean of the College of Liberal Arts and Sciences, University of Illinois at Chicago

"Any academic leader who wants to master the development process will benefit from reading *Development for Academic Leaders*. Penny Hunt's thorough experience, her empathy and her sheer intellect position the work of fundraising in a way that is manageable, friendly, even fun, for the scholar who has made the transition to chair, dean, provost, or president and is daunted by new responsibilities and bottom lines. Development officers will gain insight on working with academic leadership to navigate the internal political landscape and bring greater results in the short term and stronger institutions in the long term."

?**Thomas J. Minar**, vice president, Development and Alumni Relations, American University

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